

PLANNING A PROGRAM EVALUATION: WORKSHEET

► Engage Evaluation Team Members

Who should be involved?	What resources will they bring?	How might they be engaged?

► Focus the Evaluation

What are we going to evaluate? Describe the program (logic model).

What is the purpose of the evaluation?

Who will use the evaluation?	How will they use the information?

What questions will the evaluation seek to answer?

What information do we need to answer the questions?

What do we want to know?	Indicators – How will we know it?

When is the evaluation needed?

What evaluation design will we use?

► Collect the Information

What sources of information will we use?

Existing information _____

People _____

Pictorial records and observations _____

What data collection method(s) will we use?

- | | |
|--|---|
| <input type="checkbox"/> Survey | <input type="checkbox"/> Document review |
| <input type="checkbox"/> Telephone interviews | <input type="checkbox"/> Testimonials |
| <input type="checkbox"/> Face-to-face interviews | <input type="checkbox"/> Expert panel |
| <input type="checkbox"/> Focus groups | <input type="checkbox"/> Simulated problems or situations |
| <input type="checkbox"/> Town hall meetings | <input type="checkbox"/> Journal, log, diary |
| <input type="checkbox"/> Case study | <input type="checkbox"/> Unobtrusive measures |
| <input type="checkbox"/> Tests | <input type="checkbox"/> Other (list) _____ |
| <input type="checkbox"/> Photos, videos | |

Instrumentation: What is needed to record the information? (e.g., surveys, interview protocols)

When will we collect data for each method chosen?

Method	Before program	During program	Immediately after	Later

Will a sample be used? _____

☐ No

☐ Yes

If yes, the procedure I will use:

Pilot testing: When, where and how?

► **Analyze and Interpret**

How will the data be analyzed?

Data analysis methods _____

Who will be responsible? _____

How will the information be interpreted and by whom?

What did we learn?

What were our successes?

What were our challenges?

► **Use the Information**

How will the evaluation be communicated and shared?

To whom	When/where/how to present

► **Manage the Evaluation**

Have we addressed the following?	How have we addressed these issues?
Human subjects' protection	
Created a management chart	
Developed a timeline	
Delineated responsibilities	
Established a budget	

► **Standards**

Have we addressed the following? How?

☐ Utility _____

☐ Feasibility _____

☐ Propriety _____

☐ Accuracy _____

Adapted & modified from: University of Wisconsin-Extension <http://www.uwex.edu/ces/pdande>